This Girl Wants Some ACTION!

BLONDE OR BRUNETTE?

Ann Dvorak wants to know which she should be!

Join the nation-wide newspaper questionnaire contest!

See exploitation section for details!

She'll back up all the superlative showmanship you can put behind

The STRANGE LOVE of MOLLY LOUVAIN

A First National and Vitaphone Picture with

ANN DVORAK and LEE TRACY

RICHARD CROMWELL, EVALYN KNAPP, GUY KIBBEE, FRANK McHUGH

SCENE CUTS

A Word About ANN DVORAK

First a dancer . . . then feminine lead in "Scarface." A sensation in "Sky Devils" and with James Cagney in "The Crowd Roars." Now she LIVES "The Strange Love of Molly Louvain." She's this year's big discovery!

Ann Dvorak, sensational actress now playing the leading role in First National's "The Strange Love of Molly Louvain." Supporting her is Lee Tracy, famous stage star, Richard Cromwell, Leslie Fenton and many other favorites.

Cut No. 21 Cut 15c Mat 5c

A Word About LEE TRACY

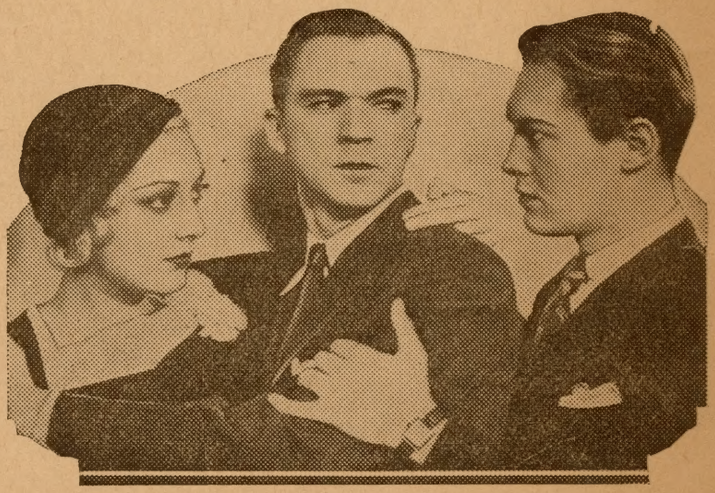
Made Broadway history in "Broadway" and "The Front Page." A dynamo of action. Sensational in "The Stran Love of Molly L hard-boiled newshound handles drama and com with the same fast-paced pur

Lee Tracy, acclaimed as the male screen find of 1932, who plays the supporting role to Ann Dvorak in First National's "The Strange Love of Molly Louvain."

Cut No. 19 Cut 15c Mat 5c

Lee Tracy and Ann Dvorak as they appear in First National's latest hit, "The Strange Love of Molly Louvain."

Cut No. 20 Cut 30c Mat 10c



Ann Dvorak, Lee Tracy and Richard Cromwell in a scene from First National's "The Strange Love of Molly Louvain."

Cut No. 22 Cut 30c Mat 10c

KNOW THESE FACTS ABOUT "THE STRANGE LOVE OF MOLLY LOUVAIN"

BIOGRAPHICAL BRIEFS

LEE TRACY—Famous for characterizations of reporters. Sensational star of stage productions of "Broadway" and "The Front Page." His biggest screen role to date is in "The Strange Love of Molly Louvain," which is being followed by "Love Is a Racket" and "Doctor X."

ANN DVORAK—Who began her movie career at the age of fifteen in the chorus of "The Hollywood Revue." Placed under contract by Howard Hughes, for whom she made "Scarface" and "Sky Devils." She recently completed "The Rich Are Always With Us," "The Crowd Roars" and "The Strange Love of Molly Louvain" for Warner-First National.

GUY KIBBEE—Versatile and accomplished character actor who contented himself for many years with touring the sticks with road shows. When he made his appearance on Broadway in "Torch Song," Hollywood claimed him. His latest pictures are "Union Depot," "High Pressure," "Blonde Crazy," "Taxi," "The Crowd Roars" and "The Strange Love of Molly Louvain."

RICHARD CROMWELL—Young player of unusual promise who has already appeared in several important pictures, notably "Tol'able David" and "Emma." His latest is "The Strange Love of Molly Louvain."

LESLIE FENTON (Harry En Hai)—On screen in "Havoc," "What Price Glory," "Thunder Mountain," "Dynamite," "Dragnet," "The Man I Love," "The Showdown," "Office Scandal," "Paris Bound," "Man Who Came Back," "Woman Trap," "The Last Performance," "The Public Enemy," "The Hatchet Man." Born in Bootle, England.

EVALYN KNAPP—One of the screen's most charming young women and a potential star with fine roles to her credit in "Sinner's Holiday," "River's End," "The Millionaire," "You and I," "High Pressure," "Smart Money," "Fireman, Save My Child" and "The Strange Love of Molly Louvain."

CHARLES MIDDLETON — Established dramatic actor of unusual ability. His biggest roles are in "Palmy Days" with Eddie Cantor, "The Hatchet Man" with Edward G. Robinsin, "Safe in Hell" with Dorothy Mackaill, and "The Strange Love of Molly Louvain."

FRANK McHUGH—Started his stage career with his parents and entered pictures in 1928 when he made a short feature. Was placed under contract by First National, for whom he played comedy leads in "Top Speed," "Bright Lights," "Mlle. Modiste," "The Dawn Patrol," "Toast of the Legion," "College Lovers," "Going Wild," "High Pressure" and "The Crowd Roars." His latest is "The Strange Love of Molly Louvain."

CAST OF CHARACTERS

Molly	Ann Dvorak
Scotty	Lee Tracy
Jimmy	Richard Cromwell
Pop	Guy Kibbee
Nick	Leslie Fenton
Skeets	Frank McHugh
Sally	Evalyn Knapp
Capt. Slade	Chas. Middleton
Martin	C. Henry Gordon
Dance hall girl	Mary Doran
Sgt. Murdock	Willard Robertson
Taxi driver	Harry Beresford
Bell-boy	Harold Waldridge
A policeman	William Burress
Mrs. Shiller	Claire McDowell
Sally's pal	Maurice Black
College boy	Ben Alexander
A detective	Richard Cramer
Ralph	Donald Dilloway
Harley	Hank Mann

PRODUCTION STAFF

Author	*Maurine Watkins*
Adapted by	*Erwin Gelsey and Brown Holmes*
Directed by	*Michael Curtiz*
Photographed by	*Robert Kurrle*
Art Director	*Robert Haas*

THE STORY

When Molly Louvain is betrayed by the man she loves, she goes to Chicago with Nick, a salesman. She has a child which she boards with a woman. She lives with Nick, who is a small-time crook. When she decides to give up Nick, she meets Jimmy, who has always been in love with her. Nick finds them together and his jealousy is aroused. He takes them both in his car. As he steps out, he is seen by police, who recognize it as a stolen car. He runs away and they fire at him. One of the officers is killed and Nick is wounded.

Molly and Jimmy escape and hide in a rooming house. Here they meet Scotty, a reporter, who recognizes Molly's type and wants to take her to Paris. Molly, knowing he is more or less of her own type, agrees to go with him. Scotty gets an offer to write for pictures in Hollywood and he and Molly decide to go there instead of Paris. In the meantime, Scotty gets out a broadcast calling for Molly to surrender, stating that her baby is ill. Scotty is unaware of the fact that the Molly he knows and the girl who is wanted for murder are the same.

On her way to the train, Molly happens to overhear the broadcast in regard to her child. She goes to the police station and surrenders. The police refuse to believe her, thinking she is a publicity hunter. Nick identifies her and the police give her the third degree. They refuse to let her see her baby until she confesses, which she does so they will take her to the child.

She finds it is a hoax and that the baby is well. The police tell her the idea was Scotty's and she turns on him in fierce anger. He explains he did not know she was the girl, and tells her how heart broken he is. He swears he really has fallen in love with her and has cancelled his trip to Hollywood to remain and get her out of her predicament.

She sees he is in earnest, and having been in love with him for some time, the two decide to fight it out together.

Length	6770 Feet
Running Time	74 Minutes

OFFICIAL BILLING

First National Pictures, Inc.	5%
presents	
"THE STRANGE LOVE OF MOLLY LOUVAIN"	100%
with	
Ann Dvorak	75%
Lee Tracy	60%
Richard Cromwell—Guy Kibbee—Evalyn Knapp	10%
Directed by Michael Curtiz	20%
A First National and Vitaphone Picture	20%

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ADVANCE CAMPAIGN

your 1st story

Lee Tracy And Ann Dvorak Coming To . . . . Next . . . . In "Strange Love Of Molly Louvain"

Lee Tracy and Ann Dvorak, two young screen players of note teamed together for the first time, have the leads in "The Strange Love of Molly Louvain," coming to the . . . . Theatre next . . . . .

Tracy's work heertofore has been confined principally to the New York stage, where he carried off top honors in such outstanding plays as "Broadway," "The Front Page" and "Louder Please." In "The Strange Love of Molly Louvain," for the first time since "Front Page," he has an opportunity to portray a role similar to that of Hildy Johnson, fast-talking, fast-working newspaper reporter who typifies the cynical but hard-working metropolitan news-gatherer.

ANN DVORAK
Cut No. 24
Cut 15c Mat 5c

Ann Dvorak will be seen in her first role since her highly successful one in "The Crowd Roars," one of the most successful pictures of the year, in which she shared honors with James Cagney.

Tracy, as a reporter, living in the boarding house where Ann and Richard Cromwell seek refuge after Nick's (Leslie Fenton's) shooting scrape with an officer of the law, fails, for all his nose for news, to discern that Ann is the notorious Mollie, mistress and accomplice of Nick, whom the police are seeking. Mollie's baby gives Tracy the clue he wants, and he pulls one of the oldest newspaper tricks in the world, advertising that Mollie's baby is sick and needs her. He does this on the eve of his own departure for Paris with Mollie, whom he has persuaded to go to Paris with him for a hilarious two or three months, leaving Cromwell to a "better break than marriage with Mollie would be," as Tracy puts it.

The climax is one of the most absorbing in years, and contains the primary element of all good drama—human interest.

The story from the pen of Maurine Watkins, well-known screen scenarist and playwright of "Chicago" fame, has been adapted by E. Gelsey and Brown Holmes. It was directed by Michael Curtiz.

Other important roles in the picture are taken by Guy Kibbee, who will be remembered for his sterling work as the tramp in "Union Depot" with Douglas Fairbanks, Jr.; Leslie Fenton, one of the most outstanding of Hollywood character actors; Frank McHugh, who played in the motion picture version of "Front Page"; Evalyn Knapp, of "Millionaire" fame; C. Henry Gordon, who made his name in "Mata Hari" with Greta Garbo; Mary Doran, Ben Alexander and others.

. . . . , manager of the . . . . Theatre, has called "The Strange Love of Molly Louvain" one of the "most effective pictures ever shown in . . . . ."

your 2nd story

Notable Cast Supports Leads In "The Strange Love Of Molly Louvain"

Lee Tracy and Ann Dvorak, leading players in "The Strange Love of Molly Louvain," the First National picture coming to the . . . . Theatre next . . . . , have been given one of the most talented supporting casts ever assembled by a studio.

Tracy, best known for his roles in "Broadway," "Front Page" and "Louder Please" on the Broadway stage, has been given his biggest picture role in "The Strange Love of Molly Louvain."

Ann Dvorak first came into prominence through the splendid manner in which she played her role opposite James Cagney in "The Crowd Roars," the stirring racing drama. Previously she had appeared in "Scarface" and "Sky Devils" for Howard Hughes, both of which were directed by Howard Hawks, who also directed "The Crowd Roars."

The supporting players include Richard Cromwell, star of the talkie version of "Tol'able David"; Guy Kibbee, famous for his varieties of character portrayals; Leslie Fenton, one of the most successful of Hollywood's young actors; Frank McHugh, famous for both comedy and newspaper reporter characterizations; Evalyn Knapp, charming ingenue of George Arliss' "Millionaire" and recently cast with him in a prominent role of "Successful Calamity."

Others in the large cast are Charles Middleton, C. Henry Gordon, Mary Doran, Willard Robertson, Harry Beresford, Harold Waldridge, William Burress, Claire McDowell, Maurice Black, Ben Alexander, Ben Taggart, Walter Percival, Hank Mann and many others, all of whom are specialists in types and characterizations, thus giving "The Strange Love of Molly Louvain" a verity uncommon in screen offerings.

Michael Curtiz directed the picture from Brown and Gelsey's adaptation of the Maurine Watkins story.

your 3rd story

All Dvoraks Associated With Music In Film Director's Mind

It was perfectly logical for Leo Forbstein, musical director of the First National studios in Burbank, to urge Ann Dvorak, featured with Lee Tracy in "The Strange Love of Molly Louvain," which comes to the . . . . Theatre next . . . . , to write music. Readers familiar with the immortal "Humoresque" of the late Anton Dvorak can understand Forbstein's interest in seeing another Dvorak carry on the brilliant work of her predecessor.

Forbstein's belief that Miss Dvorak should add musical composition to her accomplishments was corroborated during one of the sequences of "The Strange Love of Molly Louvain," in which she is required to hum a few bars of music. The musical director discovered unusual minor mood and catchiness in the player's melodies. He urged her to set them down immediately when informed that they were original, comparing them to George Gershwin's earlier work.

your 4th story

Broadway Impresario Discovers Lee Tracy's Reportorial Talent

Jed Harris, famous Broadway producer of successful drama, first discovered Lee Tracy's unusual ability to reproduce the fast tempo of newspaper reporter. Harris accordingly cast him as Hildy Johnson in his famous production of "The Front Page."

Since that time Tracy has appeared almost exclusively as a newspaper reporter, his first role with First National Pictures in "The Strange Love of Molly Louvain," which comes to the . . . . Theatre next . . . . , having him as a news-hound on a large Chicago daily. His success in this picture and role has resulted in his assignment as a reporter in Douglas Fairbanks' "Love Is a Racket" and "Doctor X."

Tracy has an individual technique for portraying a reporter which arises from several personal attributes. His speech and action are naturally rapid and co-ordinated. He is cynical and sophisticated and has the faculty of never being surprised, all characteristics of the news-gatherer.

In "The Strange Love of Molly Louvain" Tracy carries off the male honors, according to advance reports. His portrayal is in harmony with the pace of the picture, which moves with machine-gun rapidity from one climax to another. With Ann Dvorak, who first achieved recognition in "The Crowd Roars" with James Cagney, Tracy creates what a New York reviewer has called an ideal "picture of Life's Handicaps."

Tracy and Miss Dvorak are supported by a large cast which includes Guy Kibbee, Leslie Fenton, Evalyn Knapp, Frank McHugh, Mary Doran, C. Henry Gordon, Ben Alexander, Willard Robertson and many others.

Michael Curtiz of "Alias the Doctor" fame directed.

your 5th story

. . . . To Feature First Original Screen Story Of "Chicago" Playwright

The first original screen story written by Maurine Watkins, playwright whose "Chicago" created a sensation on stage and screen, comes to the . . . . Theatre . . . . in the form of "The Strange Love of Molly Louvain," a First National picture featuring Ann Dvorak and Lee Tracy.

Miss Watkins has been associated with the movies since the success of "Chicago," writing dialogue and adapting the works of others. "The Strange Love of Molly Louvain" is also set against a Chicago background for the most part and faithfully reproduces the city and newspaper atmosphere with which Miss Watkins is so familiar.

"The Strange Love of Molly Louvain" has the same qualities of crispness and fast action which characterized the electric and crackling "Chicago." The adaptors, Erwin Gelsey and Brown Holmes, have caught the spirit of the original script and transferred it to the lines spoken by the players. Michael Curtiz, the director, has seen to it that the action follows swiftly synchronizing with the dialogue so that not a moment is lost in wordiness.

In "The Strange Love of Molly Louvain," Tracy is the same type of cynical and sophisticated newspaper reporter he was in "Broadway" and "The Front Page," which established his fame on the stage. He has been cast as a news-hound in two forthcoming Warner-First National pictures, and has been called the best reporter type on the stage. Miss Dvorak's role gives her wide latitude for her talents and corroborates the first indications of her potentialities.

In addition to Miss Dvorak and Tracy, who give such strong indication of soon becoming stars, the large cast includes Richard Cromwell, Leslie Fenton, Guy Kibbee, Evalyn Knapp, Frank McHugh, Ben Alexander, Willard Robertson, Tom Jackson, Mary Doran, Claire McDowell and many others.

SHORTS

Life Masks Of Famous Stars Screen Player's Hobby

Richard Cromwell, the talkies' "Tol'able David," who plays an important role in "The Strange Love of Molly Louvain" at the . . . . Theatre, interrupted a career as a painter and sculptor to enter the [illegible]

Cromwell, however, has not entirely g[illegible] up plastic art. He devotes as much o[illegible] spare time as possible to the creatio[illegible] life masks of Hollywood's great stars [illegible] already has in his collection masks of n[illegible] leading screen stars, including Greta G[illegible] and Richard Barthelmess, his prototype.

Appearing with Cromwell in "The Str[illegible] Love of Molly Louvain," which was directed by Michael Curtiz, are Lee Tracy and Ann Dvorak in the leading roles and Guy Kibbee, Leslie Fenton, Evalyn Knapp, Mary Doran and Charles Middleton, as well as many other talented players.

Director Of "Strange Love Of Molly Louvain" Owns Success To Thorough Training

Michael Curtiz, director of "The Strange Love of Molly Louvain," the First National picture featuring Lee Tracy and Ann Dvorak at the . . . . Theatre, has been called one of Hollywood's most capable and versatile wielders of the megaphone.

Author Of "Chicago" Responsible For "Strange Love Of Molly Louvain"

Maurine Watkins, famous playwright responsible for the successful "Chicago," follows with the successful film, "The Strange Love of Molly Louvain," a First National picture featuring Lee Tracy and Ann Dvorak at the . . . . Theatre.

Miss Watkins has applied the same crisp, cracking dialogue that she used in "Chicago" to "The Strange Love of Molly Louvain," creating a fast-paced, actionful picture which holds suspense and interest from opening scene to finale.

CURRENT CAMPAIGN

Opening Day Story

"Strange Love Of Molly Louvain," Fast-Paced Modern Story, Opens At . . . . Theatre Today

Maurice Watkins' story, "The Strange Love of Molly Louvain," transferred to the screen by First National Pictures, with Lee Tracy and Ann Dvorak in the leading roles, opens at the . . . . Theatre today.

"The Strange Love of Molly Louvain" is a modern story, said to be as swiftly-paced as the author's successful stage play, "Chicago." It concerns the progress of a young small-town girl who is betrayed by her youthful lover and then begins a hectic career in bad company, eventually finding happiness with a hard-boiled newspaper reporter who had unwittingly caused her great unhappiness. Ann Dvorak is seen as the girl and Lee Tracy, famous for his characterizations of reporters, is seen as the newshound who discovers love in spite of his skepticism.

A large cast is featured in "The Strange Love of Molly Louvain," the majority of players being noted for their ability to portray specialized types and characters. Among those cast prominently in support of Miss Dvorak and Tracy are Guy Kibbee, Leslie Fenton, Evalyn Knapp, Mary Doran, Frank McHugh, C. Henry Gordon, Ben Alexander and Willard Robertson.

Michael Curtiz, director of "Alias the Doctor" and famous in his own right as camera technician and actor, directed "The Strange Love of Molly Louvain," which was adapted by Erwin Gelsey and Brown Holmes from the original Watkins story.

REVIEW

"Strange Love Of Molly Louvain," A Page From Real Life, Thrills . . . . Audience

"The Strange Love of Molly Louvain," the new First National picture featuring Lee Tracy and Ann Dvorak, which opened at the . . . . Theatre last night, brought thrills, romance and real life to the excited audience.

The story is tense and dramatic, moving from one situation to another with machine-gun rapidity, carrying observers along at a breathless pace. It involves a young girl, betrayed by her lover, who resigns herself to a life of vagabondage with one Grant, a potential criminal. Eventually she finds him out and decides to leave him and marry a college student who is in love with her. Grant, however, confronts them in a mood of drunken jealousy and embroils them in a shooting scrape which results in the death of a policeman.

LEE TRACY
Cut No. 23
Cut 15c Mat 5c

Sought for murder, Grant, portrayed by Leslie Fenton, is apprehended and discovered to be seriously wounded. Molly (Ann Dvorak) eludes pursuers with the college student (Richard Cromwell) and the pair take up quarters in a boarding house, in which they meet a cynical reporter (Lee Tracy) working on the case. He is unaware of Molly's connection with the shooting, even after the confession of Grant. He resorts to the trick of broadcasting an appeal to Molly Louvain, stating her baby needs her. On the eve of departure for Paris with Tracy, who is still unaware of Molly's part in the affray, she answers the appeal only to discover the deception. Realizing what he has done, Tracy pleads with her and offers her his love and assistance, rather than the proposed spree together in Paris.

Space does not permit further elaboration on the story, which is as realistic as your next-door neighbor. Your reviewer has tried to hint, at least, at the great dramatic possibilities in the story, all of which have been realized under the capable direction of Michael Curtiz and the excellent portrayals of the cast.

Ann Dvorak guarantees her own future stardom. Lee Tracy brings a type of performance unexampled in motion pictures. Fenton turns in a splendid portrayal of the young crook. Cromwell is sincere and ideally cast as the college boy. Each player has made a tremendous upward stride in "The Strange Love of Molly Louvain," surpassing any of their past performances.

The supporting cast they assembled includes such well-known players as Frank McHugh, Guy Kibbee, Evalyn Knapp, Mary Doran, C. Henry Gordon, William Burress, Ben Alexander, Tom Jackson, Charles Middleton, Harry Beresford, Harold Waldridge, Claire McDowell and Ben Taggart, all of whom have been "stand-bys" on stage and screen for some time.

The adaptation by Erwin Gelsey and Brown Holmes is worthy of special note, as is Maurine Watkins' authorship of the original story.

The combination of story, adaptation, direction, cast and execution in a manner which meshes all parts of the picture without friction results in what is undoubtedly one of the most entertaining films you will be able to see in months. Don't miss it! It's everything a movie should be!

1st day of run

Took Ann Dvorak 4 Years To Attain Feature Billing

Ann Dvorak, nineteen-year-old featured player in "The Strange Love of Molly Louvain," the First National picture at the . . . . Theatre, rose from a minor chorus job to her present position as a result of four years of work and a stroke of luck.

Entering the permanent chorus of a major company's studio at the age of fifteen she rose to the position of dance instructress in a short time. She thought she was definitely established in the routine of dancing and dance instruction when Howard Hawks, famous director of "The Crowd Roars," gave her a screen test for that picture. Favorably impressed, he cast her in an important role opposite James Cagney. Miss Dvorak proved her ability as a dramatic actress and was next cast in the chief feminine role of "The Strange Love of Molly Louvain."

Her work in this picture has brought Miss Dvorak several offers from the leading producing companies in Hollywood, and another part in a Warner-First National production, "Competition," in which she will be featured with Charles (Chic) Sale.

Miss Dvorak appears opposite Lee Tracy in "The Strange Love of Molly Louvain." Tracy's work as the fast-talking, fast-thinking and cynical newspaper reporter synchronizes excellently with the requirements of the swiftly-paced story. The pair form a splendid movie team which has been enthusiastically received by the large audiences that have been crowding the . . . . ever since the first performance.

Miss Dvorak and Tracy are supported by a special cast in this Michael Curtiz-directed picture.

2nd day of run

New Movie Team In "Strange Love Of Molly Louvain"

Ann Dvorak and Lee Tracy, featured in "The Strange Love of Molly Louvain," the First National picture at the . . . . Theatre, form the latest movie team to attract the favorable attention of motion picture fans. The work of Miss Dvorak and Tracy synchronizes in such fashion that movie-goers are prone to doubt the fact that this is their first picture together.

Miss Dvorak's first big opportunity came in a role opposite James Cagney in "The Crowd Roars." Tracy made his fame on the New York stage as a newspaper reporter in "Broadway" and "The Front Page." He is comparatively new to pictures, but has, like Miss Dvorak, established himself as potential starring material.

In "The Strange Love of Molly Louvain," Miss Dvorak appears as a betrayed maiden who plumbs the depths in the companionship of a young criminal, played by Leslie Fenton, and eventually finds happiness in the person of Tracy, the fast-talking, fast-thinking and cynical reporter on a metropolitan daily.

Both players have been assigned to future productions because of the audience favor they have aroused wherever "The Strange Love of Molly Louvain" is shown. Miss Dvorak will appear next in "Competition," featured with Charles (Chic) Sale. Tracy will appear as a newspaper reporter again in both "Love is a Racket" and "Doctor X." His versatility permits him to lend humorous relief to the most dramatically intense scenes in which he plays.

Supporting Miss Dvorak and Tracy in the picture are such well-known players as Guy Kibbee, Richard Cromwell, Frank McHugh, Evalyn Knapp, Mary Doran, Willard Robertson, Tom Jackson and many others, all specialists in types and characterizations.

3rd day of run

Manager Of . . . . States Booking Prevents Hold Over Of "Strange Love Of Molly Louvain"

Other bookings of "The Strange Love of Molly Louvain," the First National picture featuring Ann Dvorak and Lee Tracy at the . . . . Theatre, prevents a hold-over engagement, according to Manager . . . . .

The immediate success of "The Strange Love of Molly Louvain" induced Mr. . . . . to open negotiations with the film exchange whereby he would be permitted to hold the print of the picture for an additional . . . . days, in order to accommodate . . . . patrons who so far have been unable to attend the showings.

Mr. . . . . attributes the success of the picture, which has drawn a larger attendance than last season's . . . . . , to the popular appeal of the story, the well-rounded cast and the expert direction. Miss Dvorak and Tracy carry the burden of the action and display talents which ideally fit the situations involved. The story is by Maurine Watkins of "Chicago" fame and was adapted by Erwin Gelsey and Brown Holmes. Michael Curtiz, famous Hungarian director, introduces several interesting innovations which speed the story's pace and takes it through one enthralling situation after another.

The supporting cast is an especially strong one, including Guy Kibbee, Leslie Fenton, Richard Cromwell, Evalyn Krapp, Frank McHugh, Mary Doran, Ben Alexander, C. Henry Gordon, Tom Jackson and many others of equal note.

4th day of run

It Took Guy Kibbee 25 Years To Crash Broadway Productions

Guy Kibbee, prominently cast in "The Strange Love of Molly Louvain," the First National picture featuring Lee Tracy Ann Dvorak at the . . . . Theatre, h what is believed to be an all-time rec in that it took him twenty-five years to a part in a Broadway production. H dreds, however, have tried even longer, with no success.

Kibbee, at a time when he had alm given up hope, was cast in the play, "To Song," which became a smash hit on Broa way. This was a full quarter of a centu after he had begun his assault on t citadels of dramatic fame. He had co tented himself with touring the road w mediocre companies or playing in stock large and small cities throughout the c try. His trouping through the hinterla however, gave him the background whi made him an instantaneous success when he finally had his opportunity.

"Torch Song" and the success of Kibbee resulted in a Hollywood trip to film the play. Kibbee has remained in Hollywood to approach another record, that of appearing in more featured roles during the course of a year than any other actor. His record shows that he has been cast variously as salesman of undertakers' garage mechanic, corporation pr taxi driver, traveling salesman, circus floorwalker, baseball manager, tran policeman, the last being his role Strange Love of Molly Louvain."

Kibbee has a pivotal ro sergeant in "The Strange Love of Louvain" and brings the same excell portrayal to his part that has charac his other performances.

Romance Bloomed Duri Filming Of "Strange Lo Of Molly Louvain"

The love for each other of Ann Dvorak and Leslie Fenton, leading players in "The Strange Love of Molly Louvain," a First National picture now at the . . . Theatre, became so strong during the making of the picture that they were married at Yuma, Arizona, immediately after completion of their work in the picture.

The popular young couple now enjoy a wide vogue as a result of their work in recent pictures. Miss Dvorak has alread been featured prominently in several productions, notably with James Cagney in "The Crowd Roars," her work in which resulted in her assignment to the leading feminine role in "The Strange Love of Molly Louvain," in which Lee Tracy, famous for his reporter characterizations, also plays the male lead.

Fenton was starring in pictures a few years ago when the wanderlust claimed him and he gave up his stellar position in filmdom to follow the dictates of the sea and open road. Since then he has again established himself in Hollywood. His most recent assignment of special note was th role of Harr in Edward G. Ro inson's "Th lan."

NEWS FEATURES

Chorus Girl Improvement Cited By Ann Dvorak, Featured In "Strange Love Of Molly Louvain"

By Kenneth Dawson

The old order changeth—and so does the chorus girl. At least so says Ann Dvorak, playing the lead opposite Lee Tracy in the First National production of "The Strange Love of Molly Louvain" at the . . . . Theatre.

Ann, once one of the famous "Singing in the Rain" chorus girls, said to be one of the loveliest screen choruses ever assembled, for three years held down the job of dance instructress to choruses and stars alike at the studio which produced that first beautiful screen chorus.

"The old chorus girl lived mainly for a good time—and the chorus of a burlesque revue was about as good a place as she could have picked for that. She lived for rich food, fine clothes, and the chance to marry one of the Johnnies who waited with a one-horse shay at the stage door.

"Her sister of the chorus today is quite another sort of person. For one thing, she is far more independent. She doesn't enter the chorus as a stepping stone to matrimony. First of all she wants to succeed. On her own. Wants the chorus to lead to parts, if possible to stardom.

"The modern chorus girl is ambitious. She is very often a college-bred girl—sometimes a society girl. She reads, knows music, goes to plays, in an effort to train herself in the rigorous business of emerging from a chorus. That's one of the hardest jobs anyone ever tackled. Choruses are chosen largely for their good looks. And there are so many ways in which looks can beat out talent.

"But that's only a phase of it. The increased shapeliness, the finer minds, and the far greater percentage of genuine successes among chorus girls today prove them greatly superior to their sisters of twenty years ago."

And who should know better than Ann Dvorak? After three years as chorus girl without being noticed, she finally was discovered by Director Howard Hawks, who has used her in three of his pictures, the last being "The Crowd Roars" opposite James Cagney—in a role which she handled so well that she drew unstinted praise from critics and fans alike.

Her important role in "The Strange Love of Molly Louvain" followed her display of dramatic talent in "The Crowd Roars" and her work in "The Strange Love of Molly Louvain" has resulted in the assignment to her of an even larger part in "Competition," in which she will be featured with Chic Sale. It would appear, therefore, that each successive role goes toward the establishment of Ann Dvorak as one of Hollywood's truly great screen players.

Not at all bad for an ex-chorine.

Lee Tracy Characterized As Screen's Fastest Talker And Thinker

By Albert Sanford

Writers describe him as a "human dynamo of energy." The term is descriptive, but doesn't quite go far enough.

If you can picture him, rather, as a pinwheel which starts with a great flare in one direction, and suddenly begins going in eight or ten different directions—you'll get a better picture of this Lee Tracy.

He is the young man who created a sensation in "Front Page" on the stage. Before that he had had various degrees of success in depicting hard-boiled newspaper roles on the stage. He tarried in Hollywood for a while, did several successful pictures, and then returned to New York to do Norman Krasna's play of Hollywood press agentry, "Louder Please."

He returned to Hollywood to do the role of the reporter in "The Strange Love of Molly Louvain," a First National picture, in which he will be seen with Ann Dvorak at the . . . . Theatre . . . . .

Freckled, sandy-haired, with metallic blue eyes—there is nothing to say either for or against his appearance when you meet him.

Not until he speaks do you realize the reason for his tremendous success. His voice is pitched a little higher than the average, but it is the rasping metallism of its edge that first commands your notice—that and the speed of his speech.

He speaks as fast as he thinks, and he thinks like lightning. But the unusual voice marks him.

If 250 words a minute may be taken as average speech for a fast talking person. Tracy speaks around the 300 mark.

The poice and the speech are not assumed merely for the stage or screen by this young man from Georgia. He talks that way on the stage and screen because that's exactly the way he talks when he's off the stage or screen.

That, perhaps, has something to do with his becoming an actor. Originally, he planned a career as a lawyer. Law gave place to engineering, which in turn gave way to the theatre. There has been no desire to change since.

His cronies are not people of the stage and screen. They are, almost down to the last one, newspaper men. Maybe it's association. Maybe it's because he was cut out for one. He doesn't know. But he has come to look like a newspaperman. He acts and talks like one. He has acted in so many first-rate newspaper plays that he believes he actually could cover a story with the best news-hound on Park Row.

He lives with his mother, is unmarried; stands five foot eleven and weighs 153 pounds.

Like the newspapermen he emulates, his tastes are simple. First National studios had prepared a nice dressing room for his arrival. They also had a portable one moved onto the set the first day he went to work. He has never been in either.

He sits about on the set between shots and chins with the other players, the props, the electricians, or anyone who will talk. His passion is people. There is nothing about them—how they think—that he doesn't make the object of his special attention.

Possibly that's why he is such an excellent actor. Possibly not. But it does make him something quite human and likeable. And those are admirable qualities. You'll like him too.

ANN DVORAK . . . A Silhouette

(NOTE: *The following is an attempt to give you the most complete biography ever obtained about this star. While it has been written in vignette fashion in the form of a personality story, we hope you will also keep it in your morgue for future reference.*)

Ann Dvorak, now playing at the . . . . Theatre in First National's "The Strange of Molly Louvain," was born Ann McKim in New York City on August 12, 1912. name Dvorak—pronounced "Vor-zhahk"—is a family name on her mother's side.

The girl was educated at St. Catherine's Convent, New York City, and at Page School for Girls, Los Angeles. She wrote and directed plays in school and o sionally acted in them. She won two school tennis tournaments.

Her earliest ambition was to write poetry and song lyrics. It is still her ambit to write song lyrics—(she has composed some rather good ones)—and she would l to write a good play, a good novel, and do dramatic criticisms. She would like, at t same time, to continue her screen work and be a very great actress. She says th there are many things she would like to do if she had the time.

It is probably inevitable that she should become an actress because her mot and father are of the stage. But for the girl to commence her career auspiciously w something else again. She looked for film work at the Metro-Goldwyn-Mayer Studio and was accepted as a chorus dancer, although she knew nothing about dancing. Before many months she became dance instructress at this studio. Then Joan Crawford and others on the "lot' became interested in her. Introduced her to Howard Hughes, who gave her a test, then signed her for the leading role in "Scarface." That was the beginning.

She prefers the screen to the stage, declaring that she knows little about the stage except for a brief time in her career when she was a dancer. Her favorites in pictures are James Cagney, John Barrymore, Greta Garbo and J[illegible] up her dramatic work she would like to go in for song [illegible] paper dramatic writing, as has been mentioned above.

She is interested in all of the arts except sculpture. Has dabbed in sketchin childhood. Most of all she likes music. She plays the piano very well. She li music of George Gershwin. Of grand opera and symphonic composers she favor and Chopin.

To keep fit she swims at every opportunity, plays tennis, and takes sun baths. He favorite sports are tennis, swimming and riding. Indoors she plays—the piano. Doesn't like bridge but plays chess fairly well. She likes to watch tennis matches.

As a form of diet she goes in for very little meat, a great deal of tomato juice and fresh sliced tomatoes, vegetables of all kinds, and NO desserts.

Her favorite dish is a special salad called "Dvorak's Own." Here it is: Peel and slice tomatoes, add some hearts of artichokes, asparagus tips. Then figs, swimming in French dressing. She says, "It's a big salad and a good one."

Her beauty secrets are simple. She has a bath spray attached to the tub faucet and gives her face a sharp cold spray several times daily. Using a camel's hair tooth brush and good soap, she scrubs her entire face hard twice a week, scrubbing pores of nose and chin, then rinsing with hot, then cold water. Then she puts on good tissue cream for fifteen minutes, then removes and uses cold spray as already mentioned.

Her hobbies chiefly consist of her piano and the beach. She reads a lot and likes the novels of Ernest Hemingway, Theodore Dreiser, Louis Bromfield, and the plays of Noel Coward and Frederic Lonsdale. She owns a Boston Bull—her name is "Buddy."

Her pet aversions include heavy food and boiled dinners. She is not fond of watching athletic games, except fast tennis matches. Dislikes untrue stories which were once circulated telling of her early poverty.

When she was asked her views on domesticity she declared: "It's all right if you don't let it dominate you. I will never let marriage interfere with my work or ambitions."

The day after she made this statement—March 17, 1932—she flew to Yuma, Arizona, with Leslie Fenton and they were married. Both had just finished work in the picture, "The Strange Love of Molly Louvain." She had played the role of the heroine and Fenton had been the villain.

Ann Dvorak is 5 feet 4½ inches tall, weighs 110 pounds, has green eyes and brown hair.

She is under contract to Warner Bros.-First National Pictures and her recent pictures include: "The Crowd Roars," "Love Is a Racket," and the currently showing "The Strange Love of Molly Louvain."

ADS THAT SELL!

SHE WAS A GIRL OF THE NIGHT!

...a second-hand sweetheart...a woman with one guiding instinct . . . the common right to love and be loved

THE STRANGE LOVE OF MOLLY LOUVAIN

Love made her a bad girl for good!

They called her the girl with loose morals—but little could they understand the heart that was stronger than flesh — the soul that cried out for love — LOVE AT ANY PRICE!

A First National *Production. Directed by* Michael Curtiz. *With*

ANN DVORAK
LEE TRACY

Guy Kibbee, Evalyn Knapp, Leslie Fenton, Frank McHugh, Richard Cromwell

Begins Tomorrow

ORPHEUM

Cut No. 5 Cut 80c Mat 25c

PALACE

(Home of WARNER BROS. AND VITAPHONE PICTURES)

Tomorrow our screen flashes the dramatic triumph that might not be surpassed . . or even equalled this year!

Second hand Sweet-heart!

A woman with one guiding instinct . . . the common right to love and be loved!

THE STRANGE LOVE of MOLLY LOUVAIN

. . A FIRST NATIONAL HIT . .

ANN DVORAK

and

LEE TRACY

Richard Cromwell, Evalyn Knapp, Guy Kibbee and Frank McHugh

Directed by MICHAEL CURTIZ

***And a great selection of* Vitaphone Shorts**

Cut No. 16 Cut 40c Mat 10c

THEY MAKE A GREAT STORY GREATER!

ANN DVORAK
who skyrockets to stardom as the right kind of girl who knew the wrong kind of men!

LEE TRACY
as the man who only wanted to borrow the love she wanted to give!

RICHARD CROMWELL
as the boy she thought too much of to "take"!

LESLIE FENTON
who gave her nothing and wanted everything!

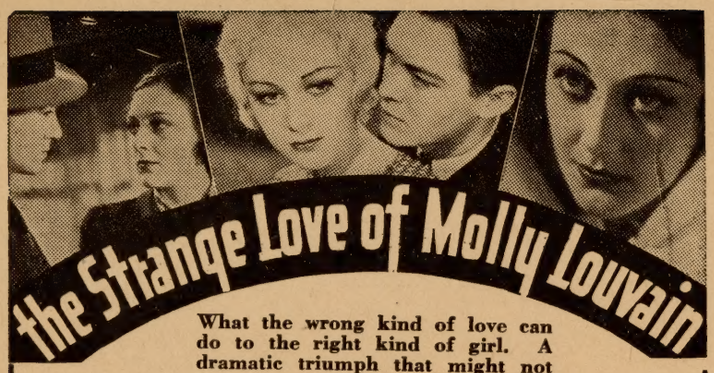
THE STRANGE LOVE of MOLLY LOUVAIN

You'll find yourself loving and pitying this child of fate. Her story will creep into your heart . . . and stay there!

PALACE

A FIRST NATIONAL PICTURE

Cut No. 3 Cut 20c Mat 5c



What the wrong kind of love can do to the right kind of girl. A dramatic triumph that might not be surpassed—or even equalled this year!

ANN DVORAK
LEE TRACY
Richard Cromwell :: Guy Kibbee

PALACE

We do not recommend it for children, but every adult will call it a masterpiece!

Cut No. 17 Cut 40c Mat 10c

The Strange Love of Molly Louvain is the kind of entertainment you can PERSONALLY ENDORSE

ORPHEUM

***Begins* TOMORROW**

The story of an impulsive girl who let her emotions run away with her better judgment!

ANN DVORAK
LEE TRACY

who made stage history with "Front Page" and "Broadway"

Evalyn Knapp
Guy Kibbee
Richard Cromwell
Frank McHugh

What the wrong kind of love can do to the right kind of girl!

STRANGE that a girl so world-wise would fall for a man like him. He promised her nothing and wanted everything. All she wanted was Love . . . at *any* price.

It's a story that weaves its way into your heart—and stays there!

A FIRST NATIONAL HIT

Cut No. 7 Cut 60c Mat 15c

Note:-

The "Not recommended for children" angle should be used at the discretion of the individual manager.

It's sure-fire box-office with a picture of this type!

However, don't let this angle overshadow the powerful sales appeal of the story and stars!

CAMEO

We do not recommend this picture for children, but will refund the admission price to any adult who doesn't think it a masterpiece!

It shows what the wrong kind of love can do to the right kind of girl!

The STRANGE LOVE of MOLLY LOUVAIN

Make room in your heart for two new stars

ANN DVORAK and LEE TRACY

with Richard Cromwell, Guy Kibbee, Evalyn Knapp, Frank McHugh

Cut No. 10 Cut 60c Mat 15c

APOLLO

NOW PLAYING

He promised he nothing and wan ed everything. An she wanted was LOVE . . at any price!

The STRANGE LOVE of MOLLY LOUVAIN

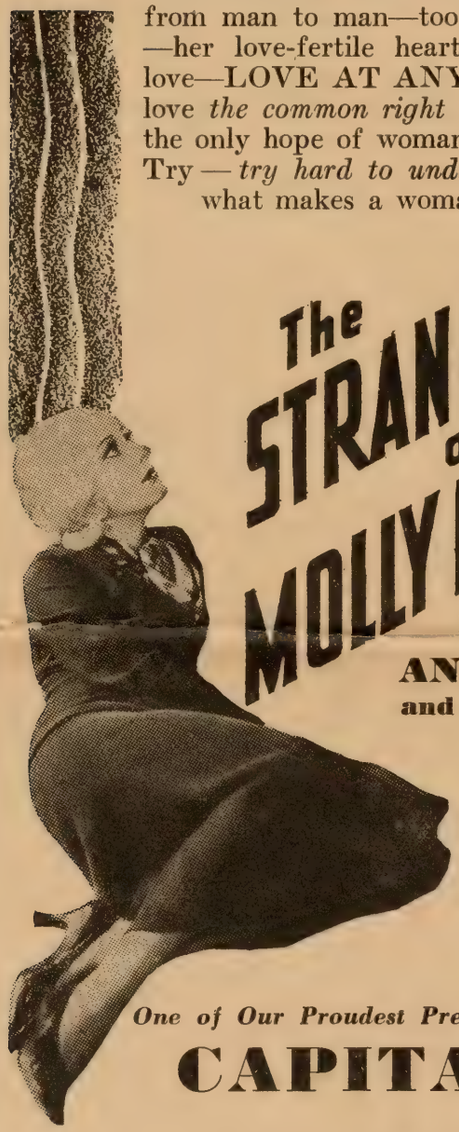
A First National Picture with the sensational new love team

ANN DVORAK
LEE TRACY

who have blazed their way to stardom overnight!

Cut No. 1 Cut 20c Mat 5c

She Couldn't Run Away From The Love That Doubled-Crossed Her!



from man to man—too many arms —her love-fertile heart crying for love—LOVE AT ANY PRICE—love *the common right of woman*—the only hope of woman's existence. Try — *try hard to understand* just what makes a woman give!

The STRANGE LOVE OF MOLLY LOUVAIN

A First National Picture that makes stars of

ANN DVORAK and LEE TRACY

with

Richard Cromwell
Guy Kibbee
Evalyn Knapp
Frank McHugh

Directed by MICHAEL CURTIZ

One of Our Proudest Presentations

CAPITAL

Cut No. 11 Cut 40c Mat 10c

She GAVE Her Love To a Man Who Only Wanted To Borrow It!

THE STRANGE LOVE OF MOLLY LOUVAIN

Tells a strange and exciting story about a strange and exciting girl! Introduces a love team whose brilliant future begins RIGHT NOW!!!

ANN DVORAK and LEE TRACY

A FIRST NATIONAL PRODUCTION

PALACE

Cut No. 15 Cut 20c Mat 5c

LOVE MADE HER A BAD GIRL FOR GOOD!

—for he was the kind of a man who needed a girl like her—she was sure of that!—and with a heart overflowing with love gave him the right above all others to take her love — her soul — as much as her love-fertile heart could give!

Stronger love hath no woman than

THE STRANGE LOVE OF MOLLY LOUVAIN

We do not recommend this picture for children, but urge every adult in town not to miss it!

A First National Picture with a new, sensational love team

ANN DVORAK
LEE TRACY
Evalyn Knapp

STRAND

Cut No. 2 Cut 40c Mat 10c

STADIUM

TODAY

you'll discover wh the wrong kind o love can do to th right kind of girl

They said it was a "SIN" for any woman to love any man that much.

—but this girl, her heart overflowing with love gave one man which was her co mon right as wom —and asked in retu only LOVE at a price!

The STRANGE LOVE of MOLLY LOUVAIN

A First National smash that will make new stars of

ANN DVORAK and LEE TRACY

with

Richard Cromwell
Guy Kibbee, Evalyn Knapp, Frank McHugh

It burns!
It lives!
It vibrates with emotion!

Cut No. 8 Cut 40c Mat 10c

COLOSEUM

Shows What the Wrong Love Can Do to the Right Girl!

Cut No. 13 Cut 40c Mat 10c

Notice the clever way of introducing ANN DVORAK by means of minute biography in ad below—USE IT!

What The Wrong Kind of Love Can Do To The Right Kind of Girl.

A Word About ANN DVORAK

First a dancer. . . . Then feminine lead in "Scarface." A sensation in "Sky Devils" and with James Cagney in "The Crowd Roars." Now she *lives* "The Strange Love of Molly Louvain." . . . She's this year's big discovery!

Her life was a series of strange loves . . . men who offered nothing and wanted everything. Then she met a man she wanted to GIVE her love . . . but he only wanted to BORROW it!

The STRANGE LOVE of MOLLY LOUVAIN

Make Room in Your Heart for Two New Stars

ANN DVORAK and LEE TRACY

It will be a long time before their performances will be surpassed . . . or even equalled!

Richard Cromwell :: Evalyn Knapp :: Guy Kibbee

TODAY

PALACE

A First National Production

Cut No. 14 Cut 60c Mat 15c

PALACE

THE STRANGE LOVE of MOLLY LOUVAIN

What the wrong kind of love can do to the right kind of girl!

A First National Picture with the sensational new love team of

ANN DVORAK and LEE TRACY

***with* Richard Cromwell, Guy Kibbee, Frank McHugh and Evalyn Knapp**

Cut No. 4 Cut 20c Mat 5c

STRAND

She got the worst deal any man ever gave a woman!

Yet she stuck by him. Because she was in the powerful grip of her own big weakness . . . Love!

The STRANGE LOVE of MOLLY LOUVAIN

A First National picture with the sensational new love team

ANN DVORAK AND LEE TRACY

Cut No. 6 Cut 40c Mat 10c

STRAND . . . Now

The STRANGE LOVE of MOLLY LOUVAIN

A First National Picture

ANN DVORAK - LEE TRACY

Cut No. 18 Cut 20c Mat 10c

Throughout your entire campaign be sure to plug ANN DVORAK and LEE TRACY. They're the best screen finds in many a year.

STRAND

Too Many Loves . . .

Too Many Tears . . .

She gave him everything . . . and in return . . . what did he leave for souvenirs . . . too many tears!

What the wrong kind of love can do to the right kind of girl!

ANN DVORAK
LEE TRACY

THIS YEAR'S BIG STAR DISCOVERIES

A FIRST NATIONAL PICTURE

Cut No. 9 Cut 40c Mat 10c

STRAND

NOW

THE STRANGE LOVE OF MOLLY LOUVAIN

What the wrong kind of love can do to the right kind of girl

with Ann DVORAK
LEE TRACY

Cut No. 12 Cut 20c Mat 5c

EXPLOITATION

SALES ANGLES

Primarily, "The Strange Love of Molly Louvain" is a woman's picture. Make your copy carry a distinct feminine appeal!

Ann Dvorak and Lee Tracy are absolutely sensational. Give them all the advance build-up you can. They'll more than back up anything you say about them!

Sell them as a team in your advance campaign. After the opening, use the newspaper reviews to sell their individual merits!

Your publicity should be based on these two new stars. They are news . . . interesting news!
Use as many names in the supporting cast as you have room for.

Use the "not recommended for children" angle only if your house caters to that kind of patronage. The picture is sexy enough to warrant the use of the "not recommended for children" line.

"The Strange Love of Molly Louvain" is big enough to back up your personal endorsement of its entertainment qualities.

BANNER

Excellent for marquee and lobby hanging. Size 20 by 30 inches and printed on strong, durable canvas. Comes with eyelets. Brilliant colors.

PRICE 50c EACH

Do Not Order Banners or Drapes from Exchange!

Available Only from

METRO FLAG-BANNER CO.

2 East 23rd Street **New York, N. Y.**

Send Cash with Order or C. O. D.

Personal Endorsement

"The Strange Love of Molly Louvain" is the kind of a picture you can personally recommend. A lettered sign in your lobby in advance of the opening—a special type trailer—a note in your newspaper ads—and a box in your program will do the trick. If you do not use programs, you can print your endorsement on the back of the regular herald available at your local First National exchange.

Beauty Parlor Operators Will Talk It Up For You!

"The Strange Love of Molly Louvain" is the kind of a picture that women love to talk about. It contains those intimate feminine touches that every woman likes to explain to her neighbor.

There is no better conversation medium than beauty parlors.

Invite as many beauty parlor operators as you think will do you the most good (see telephone directory for listings and pick the ones in the territory you draw your patronage from) to a special preview of the picture. Tell them, after the showing, that you screened the picture for them in order to give them a topic of conversation when they are dressing the hair or fingernails of their customers. Ask them to recommend it.

You can make this tie-up more valuable by arranging displays on the picture in the windows of the beauty parlors whose representatives you invited to the screening.

Admit First 50 Mollys Free

To arouse interest in your presentation of "The Strange Love of Molly Louvain," announce through your newspaper ads, screen and program that you will admit the first fifty girls by the name of "Molly" free of charge.

If this stunt is advertised and publicized correctly, your theatre should be mobbed before the box office opens. And the bigger the attendance on the opening day, the more word of mouth advertising you'll get for the rest of the run.

New Star Angle

"The Strange Love of Molly Louvain" will, without a doubt, make both Ann Dvorak and Lee Tracy stars. You can get over their importance by basing your publicity campaign and lobby decoration on the "new star" appeal. Your newspaper ads, however, should follow the ones in this merchandising plan which sells the picture strictly from its romantic and human interest angles. To make the "new star week" a success, you must put it on in a big way. Your lobby must be filled with heads of Ann Dvorak and Lee Tracy in glittering star layouts. Copy must shout their abilities to every passer-by. Newspaper publicity stories of a biographical nature should be planted with "straight" heads of Dvorak and Tracy. A mailing campaign should be instituted. Make up a special trailer on the importance of Dvorak and Tracy to movie fandom and tack it on to the regular trailer.

Remember, however, that this picture has sex-appeal angles that are T.N.T. and don't for one minute overlook using them in addition to anything else you do.

Ann Dvorak Newspaper Contest

"Has Ann Dvorak More Allure as a Blonde or Brunette?"

That is the title of a contest you can arrange with your local newspaper.

In "The Strange Love of Molly Louvain" Miss Dvorak is both brunette and blonde. She plays the part of a girl who is wanted by the police and in order to avoid detection, bleaches her hair.

Several studio executives, after seeing the "rushes" of Miss Dvorak as a blonde, insisted she remain a blonde for the balance of her movie career. Others, however, claimed she had more allure as a brunette.

The decision will be reserved until the public has expressed its choice.

First National Pictures, Inc., are desirous of taking a national poll on this important question.

Ann Dvorak reaches stardom in "The Strange Love of Molly Louvain" and her public must be satisfied.

DO YOUR SHARE IN DETERMINING MISS DVORAK'S FUTURE!

Ask YOUR patrons to give their views on this blonde-brunette question through the columns of your newspaper. Offer prizes for the best 300 word answers. Promote beauty parlor prizes, give free tickets, get your local drug store to cooperate, make this contest the BIG EVENT of your town. Send the winners' names to Ann Dvorak, care Warner Bros. Studio, Burbank, California.

MISS DVORAK WILL SEND FIFTY AUTOGRAPHED PHOTOGRAPHS OF HERSELF AS PRIZES FOR THE BEST FIFTY LETTERS.

This is in addition to any prizes you give away locally.

Don't overlook this big bet. It's box office all the way through. Work through and with your newspaper. Publish daily photos of Miss Dvorak as a blonde and as a brunette so that the contestants can compare them.

Lobby Display

The entire lobby scheme should reflect the torrid romance of the story. It is much better to use sex figures of Ann Dvorak than heads of her. And it is very important that you give the catchlines plenty of prominence. The best lines to use in your lobby are:

They said it was a sin for any girl to love any man that much.

She wanted to give the love he only wanted to borrow.

Shows what the wrong kind of love can do to the right kind of girl.

Supplement the sexy figures of Ann Dvorak with enlarged love scenes from the picture. If you use the 40 x 60 biographies of Ann Dvorak and Lee Tracy in your lobby (see suggestion this exploitation section) these displays will be enough to get over the importance of these stars. If you do NOT use the biographical displays, put some short, human-interest copy about them in your lobby cards. You can lift this copy from the ads in this Merchandising Plan.

Confidential Report Over Mailing List

An unusual way to use your mailing list is to send a confidential report on "The Strange Love of Molly Louvain" over it. The report, however, must smack of sincerity. The following is the suggested copy:

Dear Patron:

I have just returned from a private screening of "The Strange Love of Molly Louvain," which the . . . . Theatre will show beginning . . . .

Confidentially, I believe this picture to be one of the most sincere I have seen this year . . . sincere in its interpretation of life . . . sincere in its characterizations by Ann Dvorak and Lee Tracy . . . sincere in its strange, fascinating story of the right girl who met the wrong man.

I am sending you this advance report on "The Strange Love of Molly Louvain" because I want you to be on hand to see it when it opens next . . . .

Yours very truly,

The most effective way of preparing the letter is to write it in long hand, make a cut of the writing and print from the cut in blue-black printing ink on a four-page, personal-letter-sized paper. The envelopes should be addressed by hand.

COLORTONE EFFECT

Make your screen presentation artistic and colorful with this atmospheric effect, elaborately colored, beautifully created.

4x5—Colored positive only...$2.00

Set (positive and negative)... 3.00

3¼x4—Colored positive only 1.50

Set (positive and negative)... 2.25

Order by No. 239

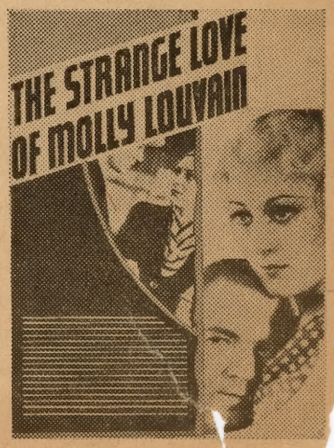
NATIONAL STUDIOS, Inc.
226 West 56th St., New York

Be sure to specify size and send remittance with order to avoid parcel post and C.O.D. charges. Send for catalogue of Colortone Effects.

Have You Noticed

The smart heralds being turned out on First National and Warner Pictures? They've got the pep of an ingenious novelty — the attention getting quality of a twenty-four sheet and the direct selling appeal of a trailer. See them at your local exchange!

DISTINCTIVE LOBBY SUGGESTIONS



ACCESSORIES

24 SHEET

White background with figure of girl beautifully done in full colors. Panel across sheet in yellow. Lettering of catchline, light green. Cast light green. Title dark red.

SIX SHEET

SLIDE

Sliding Scale Prices of Advertising Accessories

1-SHEETS	
1 to 50	15c each
51 to 100	13c each
Over 100	11c each
3-SHEETS	
1 to 25	40c each
Over 25	36c each
6-SHEETS	
1 to 10	75c each
11 to 20	70c each
Over 20	65c each
24-SHEETS	
Up to 25	$2.00 each
Over 25	1.75 each
WINDOW CARDS	
1 to 50	7c each
51 to 100	6c each
Over 100	5½c each
INSERT CARDS	
1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	18c each
HERALDS	
1M to 5M	$3.00 per M
Over 5M	2.75 per M
PHOTOS	
11 x 14 Photos (8 in set—colored)	75c a set
22 x 28 Photos (2 in set—colored)	80c a set
Slides	15c each
Stills	10c each
Merchandising Plans	Gratis
Music Cues	Gratis

These prices apply to U. S. only

INSERT CARD

THREE SHEET

ONE SHEET

WINDOW CARD

SEE THE SPECIAL NOVELTY HERALD

Impressions by Siebel of New York (32 W. 20th St.)

Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

MEDIA HISTORY DIGITAL LIBRARY

www.mediahistoryproject.org